

A Level Computer Science

Exam Style Questions

Unit 1.3.4

Web Technologies

Part 3: Web Search & PageRank Algorithm

Name		Date	
------	--	------	--

Score	Percentage	Grade
/ 12		

Question 1

Users are able to search for and find a ticket website using a search engine. Search engines can use indexing and ranking.

- a) Describe how a website is indexed by a search engine.

[4]

A search engine can use the PageRank algorithm to determine a website's ranking. The PageRank algorithm utilises a damping factor.

- b) State what is meant by the term 'damping factor'.

[1]

- c) Give two other factors that affect the output value given by the PageRank algorithm for a website.

[2]

Question 2

A web site owner notices that his site doesn't come up high in the results from a search engine that uses the PageRank algorithm. State what would affect his site's ranking.

[2]**Question 3**

Explain what happens when a search engine indexes a web page. You do not need to discuss ranking.

[3]